
yoga
JOURNAL
LIFE IN BALANCE
MEDIA KIT 2016

YOGA IS BOOMING

The number of American yoga practitioners has **increased to over 36 million** in 2016, up 76% from 20.4 million in 2012. 28% of all Americans have participated in a yoga class at some point in their lives.

34% of Americans say they are somewhat or very likely to practice yoga in the next 12 months – equal to **more than 80 million Americans.**

Yoga practitioners report spending over **$16 billion on yoga clothing,** equipment, classes and accessories in the last year, up from $10 billion in 2012.

Yoga Journal is the primary source of information for yoga teachers and teacher trainees. When asked **where they get their information about yoga, 61% reported Yoga Journal,** followed by yoga classes (55%) and the Internet (54%).

— Yoga in America Study, 2016



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YJ TOUCHPOINTS: 13M+

1.9 million+
Yoga Journal Readership

89,000
Tablet/Smartphone Read-

yogajournal.com

9 million
Page Views

1.5 million
Unique Visitors

2.5 million+
Social Media

700,000
E-mail Subscriptions

7,500+
Yoga Journal LIVE!



OUR MISSION

No matter your personal yoga style or level, only Yoga Journal brings you all of the top teachers, wisdom, and inspiration you need to grow and love your practice both on and off the mat.

Carin Gorrell, Editor In Chief

Carin's mission is to bring as many people to the yoga mat as possible. Since joining Yoga Journal in December 2013, she has redesigned the magazine cover to cover to better reflect and serve the growing yoga community by delivering on their call for a more welcoming, inclusive voice, more-accessible instruction that meets them wherever they are on the mat, and more timely news and trends. All this while remaining dedicated to honoring the traditions of yoga and maintaining the authority and authenticity of the 40-year-old brand.

Prior to YJ, she worked for 16 years in the magazine industry in New York City, as features director of *SELF* magazine, health editor at *Redbook* and a senior editor at *First for Women* and *Psychology Today*.

< Carin with recent cover model, Rina Jakubowicz



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YOGA JOURNAL RECOGNITION

YJ is a 2015 **Maggie Award Winner** for Best Consumer Health & Fitness Magazine.

YJ is a 2015 **Nichee Award Winner** for Best Niche Consumer Magazine.

Yoga Journal was a 2014 and 2015 **Adweek Hot ListReaders’ Choice finalist** for Hottest Health/Fitness Magazine.

Winner: MIN Editorial & Design Awards program for Best Use of Social Media for *Yoga Journal 40-Day Digital Countdown to Yoga Journal’s 40th Anniversary.*

Yoga Journal’s editor, Carin Gorrell, and Yoga Journal’s print and online magazines were mentioned in **USA Today** for growing readership and online page views:

> “business is booming,” Gorrell says, “with a growing readership of 2.1 million and over 5 million online page views a month.” (March, 2015)

Carin Gorrell interviewed by the **New York Observer** on “Yoga’s Newfound Fanatics:”

> “I am focused on making ourselves feel more accessible to the new yogi,” Gorrell says. (Sept, 2015)

Carin Gorrell interviewed by the **MIN** on her role as Editor-in-Chief:

> “My enthusiasm for yoga matches that of Americans,” Gorrell says. “Yoga was exotic when YJ launched in 1975. Now it is practiced by 20 million” (Sept, 2015)

EDITORIAL PROFILE

yoga JOURNAL

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40%
Yoga & Fitness



20%
Food & Recipes



20%
Fashion & Beauty



15%
Health & Wellness

5% Travel

DEMOGRAPHICS

The Yoga Journal reader

Yoga Journal readers are educated, affluent women who seek balance in their everyday life. They're healthy and active, and while they participate in other sports like running, biking, and hiking, yoga is their first love.

They strive to live their yoga both on and off the mat, carrying their conscious philosophies into their relationships with others, and the products they purchase for themselves and their family from food to beauty to clothing to home. And they're increasingly focused on mindfulness and building a regular meditation practice.

2016 RATE BASE: **375,000**
TOTAL READERSHIP: **1,951,000**

	%COMP	INDEX
TOTALS* (000)	1.951	-
WOMEN	77%	149
AGE		
25-34	15.9%	90
35-44	23%	138
45-54	22.3%	125
MEDIAN AGE	45.9	-
WELL-EDUCATED		
ANY COLLEGE OR MORE	68.7%	118
POST-GRADUATE DEGREE	13.8%	135
AFFLUENT		
MEDIAN HOUSEHOLD INCOME	$71,654	115
$75,000+	47.9%	116
$100,000+	31.3%	113
$150,000+	11.1%	92

SOURCE: 2015 GFK MRI SPRING



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TABLET + SMARTPHONE

89,000 monthly readers (AAM 6/15)

Available on the following platforms: iPad | Kindle | Nook Android | Zinio | Magzter | Kobo | NextIssueMedia

All in-book ads will appear in portrait layout within the tablet edition in one of these formats.

Straight from Print

AD APPEARS EXACTLY AS IN-BOOK AT NO COST

- Includes tap and zoom feature
- Advertisers can activate one URL from the creative*
- Straight pickup from your print ad. No need for additional creative.

Enhanced for Tablet Opportunities*

INTERACTIVE ADS THAT CAN INCLUDE ENHANCEMENTS AND BONUS CONTENT OPTIMIZED FOR TABLET

- Slideshows
- Multiple pages scrolling down
- Video
- Dialog pop-up boxes w/ URL
- Advertisers can activate three URLs from the creative

* *URL activation is $250. EFT opportunities available at an additional cost for production. Please speak with your sales representative for scope and pricing.*



2016 CALENDAR

Advertising Schedule

	ADVERTISING CLOSE:	MATERIALS DUE:	NEWSSTAND ON SALE:
JANUARY/FEBRUARY - THE BEGINNERS' ISSUE	11/4/15	11/11/15	1/5/16
SIP #1 - YOGA AT HOME	12/3/15	12/10/15	2/2/16
MARCH - HEAL & RESTORE	12/9/15	12/16/15	2/16/16
APRIL/MAY - THE NURTURE ISSUE: PEOPLE, PLANET, PURPOSE	1/27/16	2/3/16	3/29/16
SIP #2 - YOGA FOR BEGINNERS	2/18/16	2/25/16	4/19/16
JUNE - THE CREATIVITY ISSUE: MUSIC, INSPIRATION, MOTIVATION	3/9/16	3/16/16	5/10/16
SIP #3 - CORE & BODY STRENGTH SPECIAL	3/31/16	4/7/16	5/31/16
JULY/AUGUST - THE TEACHERS' ISSUE	4/20/16	4/27/16	6/21/16
SIP #4 - YOGA FOR MINDFULNESS	5/12/16	5/19/16	6/12/16
SEPTEMBER - THE GOOD KARMA ISSUE	6/8/16	6/15/16	8/9/16
OCTOBER - THE LIVE WELL ISSUE: EAT, PLAY, THRIVE	7/13/16	7/20/16	9/13/16
SIP #5 - STRETCH & STRENGTHEN	7/28/16	8/4/16	9/27/16
NOVEMBER - THE NATURAL BEAUTY ISSUE	8/17/16	8/24/16	10/18/16
DECEMBER - THE HOLIDAY & HOME ISSUE	9/21/16	9/28/16	11/22/16
SIP #6 - MINDFULNESS	10/6/16	10/13/16	12/6/16

Dates & editorial subject to change.



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2016 RATES

RATE BASE 375,000 (AAM AUDITED)

Full Color

Full Page	$41,200
2/3 Page	$30,900
1/2 Page	$24,720
1/3 Page	$17,510

Covers

Cover 2, page 1	$90,640
Cover 4	$51,500
Cover 3	$45,320

All listed rates are gross

For endemic and classified rates, please contact Haley Brockmeier at hbrockmeier@aimmedia.com



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YOGAJOURNAL.COM

YogaJournal.com is the online headquarters where 1.5 million+ yogis each month find authentic, authoritative information on yoga and the yoga lifestyle. On any screen, YJ.com is America's living, breathing digital ecosystem of all things yoga—asana tips and sequences from master teachers, conversations with our YJ influencer set (a network of yogalebrities to founders of yoga's most traditional styles); and of course, the latest news, resources and trends in yoga style, health, wellness, food and travel. A thriving community, YogaJournal.com is unrivaled in the digital health and wellness marketplace.

1.7 MILLION	Unique Monthly Visitors (+25% yoy)
10 MILLION	Monthly Pageviews (+100% yoy)
3.75	Pages per Session (+65% yoy)
2:53	Average Session Duration (+10% yoy)

Platform

Smartphone	**50%**
Desktop	**37%**
Tablet	**13%**

Source: Google Analytics 1/16

Demographics

Female/Male	**83%/17%**
Ages 18-24	**14%**
Ages 25-34	**24%**
Ages 35-44	**20%**
Kids in Household	**42%**
College+	**74%**

SOURCE: QUANTCAST 2015



DIGITAL OPPORTUNITIES

Display

YogaJournal.com is a responsive site, designed to be user-friendly on any device.

HOME PAGE AND CHANNEL TAKEOVERS
Exclusive sponsorship of YogaJournal.com's home page and/or channel main pages or article pages.

RUN OF SITE BANNERS
We offer IAB standard banner sizes (and Rising Stars to run across our responsive site:

- 300x250
- 300x600
- 728x90
- 970x90
- 320x50 (mobile only)
- Filmstrip
- Sidekick
- Pushdown

CUSTOM RICH MEDIA
Go beyond your standard banner ad and engage Yoga Journal visitors with custom ads that can contain videos, slide shows, and much more.

GEO TARGETED BANNERS
Target only Yoga Journal visitors in a certain area

Native

HOME PAGE CONTENT ROTATOR
Feature your ad as if it were a part of YogaJournal.com's home page current content feed.

CUSTOM OPPORTUNITIES
We have the ability to create slideshows, infographics, newsletter campaigns, content hubs, custom video series and so much more! All incorporated into YogaJournal.com



E-NEWSLETTERS

Each of our newsletters delivers targeted editorial content right to our reader's inboxes, at least once a week.

DAILY INSIGHT
A quick dose of yogic inspiration in this daily newsletter
Subscribers: 65,000

WISDOM
Grow your spiritual practice through philosophy features and meditation techniques
Subscribers: 70,000

MY YOGA JOURNAL
Inspire your practice, deepen your yoga knowledge, and stay on top of yoga news with this twice-weekly newsletter
Subscribers: 100,000

MY YOGA MENTOR
A newsletter for teachers to enhance their teaching or advanced practice with exclusive articles addressing anatomy, philosophy, teaching methodology, and the business of yoga.
Subscribers: 70,000

EATING WISELY
Tasty, nourishing recipes, plus articles to support your healthy choices
Subscribers: 86,000

Sizes:

- 970x250 Marquee banner
- 300x250 (two ad slots) in content

File type:

- Static images only (JPG, GIF, or PNG)
- All under 54kb in file size

**Newsletter traffic changes constantly. Please contact your sales representative for up-to-date statistics.*



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EMAIL BLASTS

Send your brand's message to our 100% opt-in subscriber list.

SUBSCRIBERS: 125,000

Specs:

Please provide us with:

- Finished HTML file with absolute references to images hosted on your server in the code
- An email subject line
- A text-based version of the email. Some of our members opt to have TEXT ONLY emails and will not receive an HTML version. Text based emails should contain only text and URL. No images.

Emails must not exceed 700px in width.
Availability is on a first-come, first-served basis.

**Email traffic changes constantly. Please contact your sales representative for up-to-date statistics.*



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SOCIAL MEDIA

With an extremely engaged social media audience, Yoga Journal offers a number of opportunities for advertisers to connect with our ever-growing followers, including:

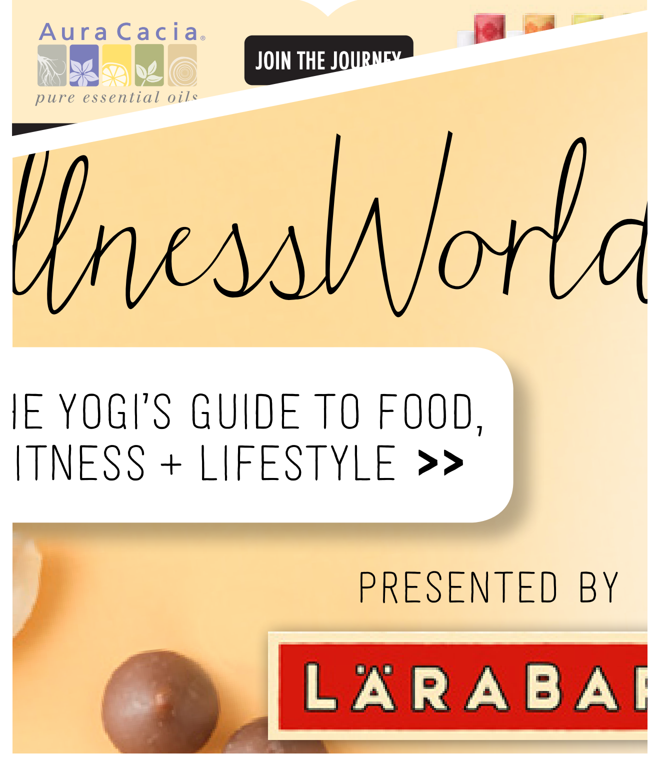
CUSTOM INFOGRAPHICS
SPONSORED POSTS
SOCIAL SWEEPSTAKES
SOCIALLY INTEGRATED MULTI-PLATFORM PROGRAMS

Facebook Likes: 1,890,000+

Twitter Followers: 275,000+

Instagram Followers: 305,000+

Pinterest Followers: 80,000+





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EVENTS

Yoga Journal LIVE!

THOUSANDS OF ATTENDEES ACROSS 5 ANNUAL EVENTS: world renowned teachers, passionate yogis, studio owners & influencers come together to live and breathe yoga for 3+ intense days!

2016 EVENTS

SAN FRANCISCO - January 14-18 - Hyatt Regency
NEW YORK - April 7-11 - Hilton
SAN DIEGO - June 23-27 - Hotel Del Coronado
COLORADO - September 18-25 - YMCA of the Rockies
FLORIDA - November 10-14 - Westin Diplomat

EVENT FEATURES

An average of 1,250 engaged attendees choose their ideal yoga experience, classes and workshops.

Teachers include: Kathryn Budig, Seane Corn, Sadie Nardini, Coral Brown, Tiffany Cruikshank, Amy Ippoliti, Eric Paskel, Rina Jakubowicz, Gina Kaputo, Kino MacGregor, Erin Casperson, Colleen Saidman Yee, Rodney Yee, and more!

+ FREE & OPEN TO THE PUBLIC: Yoga Market and Sangha Space offering community classes, yoga demos, happy hours, musical performances, and special events.

DEMOGRAPHICS

Women/Men:	**88%/12%**
Median Age:	**36-45**
Media HHI:	**$75,000**
Yoga Teachers:	**40%**
Studio Owners:	**7%**

PARTNERSHIPS

Tour, event and exhibit partnership packages available.
Contact us today for more information.

Learn more at yjevents.com



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AD SPECS

STANDARD SIZES	WIDTH x HEIGHT
SPREAD - TRIM	16" x 10.5"
SPREAD - BLEED	16.25" x 10.75"
SPREAD - LIVE AREA	15" x 9.5"
FULL PAGE - TRIM	8" x 10.5"
FULL PAGE - BLEED	8.25" x 10.75"
FULL PAGE - LIVE AREA	6.833" x 9.5"
2/3 VERTICAL	4.5" x 9.5"
1/2 HORIZONTAL	6.833" x 4.625"
1/3 VERTICAL	2.125" x 9.5"
1/3 SQUARE	4.5" x 4.625"

Publication trim size: 8" x 10.5" perfect bound

Bleed allowance (spread & full page ads): .125" beyond trim

Safety area: .375" inside trim (and gutter for spreads)

Colors: CMYK (no spot, index or RGB colors)

Resolution: 300 ppi placed at 100%

For technical assistance, please contact

production@yogajournal.com or 303.625.1624





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DIGITAL AD SPECS

LEAD TIMES
Standard creative must be sent two weeks prior to launch date. Rich media creative should be sent three weeks prior to launch date.

STANDARD DISPLAY:

UNIT	DIMENSIONS	FINAL SIZE	FORMATS
LEADERBOARD	728 X 90	40 kb	JPG, GIF, 3rd Party
SUPER LEADERBOARD	970 X 90	60 kb	JPG, GIF, 3rd Party
MOBILE LEADERBOARD	320 X 50	30 kb	JPG, GIF, 3rd Party
MEDIUM RECTANGLE	300 X 250	40 kb	JPG, GIF, 3rd Party
HALF PAGE	300 X 600	60 kb	JPG, GIF, 3rd Party

Animation is 15 seconds max, 3 loops max

RICH MEDIA & RISING STARS:

UNIT	DIMENSIONS	EXPANDED	INITIAL LOAD	POLITE LOAD	FORMATS
PUSHDOWN	970 X 90	970 X 415	40 kb	100 kb	3rd Party Only
FILMSTRIP	300 X 600	n/a	40 kb	100 kb	3rd Party Only
MOBILE FILMSTRIP	320 X 50	FULL SCREEN	40 kb	100 kb	3rd Party Only
SIDEKICK	300 X 250 or 300 X 600	970 X 550	40 kb	100 kb	3rd Party Only
PRE ROLL: 15 OR 30 SEC	640 X 480	n/a	3 mb	n/a	VAST, MOV, WMW, MP4

Continued >



DIGITAL AD SPECS, CONT.

Notes on rich media

Expansion must be click initiated. Mouseover expansion is accepted but must include 1 second delay before expanding.

Must include highly visible close button in top right corner at all times. Or mouse-off retraction is acceptable.

In-banner video may be included:

- Max video frame rate: 24 fps
- Max video length: 30 sec
- Audio must be click initiated
- Play, pause, and mute (or volume level) controls must be included

Accepted file formats

GIF (can be animated) or JPG
Third Party tags (if using DFA, please send internal redirects)
If using HTML5, must send third party tags.

Yoga Journal no longer accepts Flash. Due to default settings that limit Flash content across major browsers (Google Chrome, Mozilla Firefox, and Apple Safari), we will not accept Flash ads. This change ensures ads display and function properly for optimal performance, and that our users have a positive, consistent experience on our site.

Maximum file size

GIF and JPG 40 kb
Third Party: Initial Load: 40 kb, Polite load: 100 kb

All creative is subject to publisher approval and may be rejected at any time for any reason.

DoubleClick for Publishers is our ad-serving platform.



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